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A specimen plant of double Petunia, Harrold's Oregon Beauty

Harrold's Double Beauty Petunias

HARROLD'S DOUBLE OREGON BEAUTY

The first variety in the line to be introduced. These are a clear deep pink. A shade lighter and with more brilliant depth than World Beauty. Uniformly large and free flowering with good lasting quality and no tendency to develop Magenta shades as do so many pinks. A sensation wherever shown.

We suggest this variety as being valuable as a substitute for Carnations in design work. They so nearly resemble this flower and they can easily be produced in quantity at seasons when Carnations do not do so well. You probably will find many other uses for them, also.

FROM 2-INCH POTS OR BENCH; 10 for \$1.00; 25 for \$2.00; 50 for \$3.75; 100 for \$6.00; 250 for \$12.50.

HARROLD'S DOUBLE ELK'S BEAUTY

This variety will be available for the first time this Fall. While not as heavily double as the other two varieties in this group, this true Elk's Purple is a fine new addition to this double family and retail customers beg for them whenever they are shown. Less than 20 plants have been sold at retail and these have all brought \$1.00 each, from 3-inch pots. Unusually sweet scented but not as valuable as cut flowers as the pink and white.

FROM 2-INCH POTS OR BENCH; 10 for \$1.75; 25 for \$3.75; 50 for \$6.25.

HARROLD'S DOUBLE SHASTA BEAUTY

Equally large and double, the mammoth white flowers produced make these fine stock for any collection. As yet a few of these flowers have a tendency to show a trace of delicate lavender deep in the center of the folds of the flower but this is being rapidly eliminated.

FROM 2-INCH POTS OR BENCH; 10 for \$1.50; 25 for \$2.75; 50 for \$5.00; 100 for \$9.50.

Due to a very hot summer and fall which has delayed the fall propagating season, it will be after December first before we start making shipment of this stock. All orders will be booked and filled in strict rotation of their arrival and as this group is always short it is suggested that you book orders for this stock as early as possible.

ADDRESS ORDERS FROM THIS LIST TO

Harrold's

Box 29, Grants Pass, Oregon.



HARROLD'S PANSIES are noted for their ability to produce the largest flowers on desirable, compact plants. The color range has never been surpassed.

HARROLD'S ORIGINAL *Pedigreed Pansies*

SEEDLING PLANTS

Each year we grow and ship hundreds of thousands of the finest Pansy plants. Not only are these the finest obtainable in strain quality but they are the finest plants our years of Pansy specialization has taught us to produce. Our fall season for shipping plants started October first and by the time this list reaches you we will be shipping to all States with safety. We have a mild winter climate here and because of this our shipping is interrupted but slightly during the winter months. It is advisable, however, to cover your seasons needs as early as you can conveniently do so.

PRICES ON PLANTS FROM SEEDLING BED.

VARIETY	Price per 100	1000	3000
HARROLD'S PEDIGREED NOVELTIES.	\$2.00	\$.....	\$.....
HARROLD'S PEDIGREED POT PANSIES.	1.50	12.00
HARROLD'S PEDIGREED CUT-FLOWER PANSIES.	1.50	12.00
HARROLD'S PEDIGREED SWISS GIANTS:	1.25	6.00	16.00
HARROLD'S PEDIGREED GIANT ART-SHADES.	1.25	6.00	16.00
HARROLD'S PEDIGREED GIANTS. Our most popular mixed color variety.	1.00	4.75	12.00
HARROLD'S ALL-AMERICAN BEDDING MXD.	.80	4.50	12.00
HARROLD'S IMPROVED SWISS:	.80	4.50	12.00
HARROLD'S OREGON MIRACLE MIXED.	.70	4.00	10.00
HARROLD'S AZURE GIANTS. Finest dark blue with dark center.	1.00	6.00
HARROLD'S GOLDEN GIANTS. Golden yellow with center blotch.	1.00	6.00
HARROLD'S RUBY GIANTS. The best red shades found in Pansies.	1.00	6.00

250 OF A VARIETY AT THE 1000 RATE.


Less than 250 of an item takes the 100 price regardless of the quantity of the order. In general this rule applies in all cases.

Turn to the inside pages of this folder for variety descriptions or for more complete descriptions see the last edition of our Pansy Annual. Copy gladly supplied free.

Harrold's Varieties

TRANSPLANTED PLANTS


Exceptionally fine stock for the retailer who has insufficient room to grow Pansies from seeds. These plants may be brought into flower in a minimum of time or a little after the season on this stock starts plants can be supplied showing buds.

 VARIETY	Price per 100	1000	3000
HARROLD'S PEDIGREED NOVELTIES.....	\$5.00	\$.....	\$.....
HARROLD'S PEDIGREED POT PANSIES.....	3.50
HARROLD'S PEDIGREED CUT-FLOWER PANSIES	3.50
HARROLD'S AZURE GIANTS.....	2.25	20.00
HARROLD'S GOLDEN GIANTS.....	2.25	20.00
HARROLD'S RUBY GIANTS.....	2.25	20.00
HARROLD'S PEDIGREED SWISS GIANTS.....	2.25	15.00	35.00
HARROLD'S PEDIGREED GIANTS ART-SHADES	2.25	15.00	35.00
HARROLD'S PEDIGREED GIANTS.....	1.75	12.00	32.00
HARROLD'S ALL-AMERICAN BEDDING MIXTURE	1.50	10.00	28.00
HARROLD'S IMPROVED SWISS.....	1.50	10.00	28.00
HARROLD'S OREGON MIRACLE MIXED.....	1.25	9.00	25.00

Standard Commercial Sorts

These are the most popular of the standard sorts and many of our customers find them profitable to handle, either for variety or in limited quantities for certain classes of plantings.

MIXTURES See seed pricelist for fuller descriptions.

 VARIETY	Price per 100	1000
BABY DELIGHT. Mineature border type.....	\$1.25	\$8.00
ENGLEMANN'S GIANTS. Dark and light shades.....	1.00	4.75
ENGLEMANN'S SPECIAL. Scottish show type.....	1.00	4.75
GENEVA GIANTS. Select Swiss strain.....	1.00	4.75
MASTERPIECE. Frilled and ruffled.....	.80	4.50
MAPLE LEAF GIANTS. Robust compact strain.....	1.00	4.75
OREGON GIANTS. Good substance and color.....	.80	4.50

SEPARATE COLORS

BUGNOT'S RAMBRANDT. Vivid bronze orange.....	1.25	6.00
CORONATION GOLD. NEW clear pure yellow.....	1.25	6.00
GIANT ADONIS. Light blue.....	.80	4.50
GIANT EMPEROR WILLIAM. Metalic blue.....	.80	4.50
GIANT KING OF THE BLACKS.....	.80	4.50
GIANT LORD BEACONSFIELD. Deep purple light top....	.80	4.50
GIANT MADAME PERRET. Rose and red shades.....	.80	4.50
GIANT PRINCE HENRY. Rich dark blue.....	.80	4.50
GIANT PURPLE. As named.....	.80	4.50
SWISS BERNA. Dark violet blue.....	1.00	4.75
SWISS LUNA. Sulphur yellow.....	1.00	4.75
SWISS MONT BLANC. White with blotched center.....	1.00	4.75
SWISS PURE WHITE. Best pure white.....	1.25	6.00
SWISS YELLOW MASTER. Good pure yellow.....	1.25	5.50

The shipping weight of Pansy plants will vary a good deal with seedling stock ranging from 18 to as much as 45 pounds. The range on transplanted stock will be about 28 to 80 pounds. The reason for this wide variation is the making up of orders from successive plantings and the weather conditions prevailing at time plants are dug for shipment. If weather is wet, naturally more soil adheres to the roots increasing the weight. You may rest assured that we will keep the shipping weight as light as possible. All shipments are packed in light, individually tailored, wood cases. Weights given here are per 1000 plants. weight ratio on smaller quantities will be a little higher.

It is because of the wide variation in shipping weight that it is impossible to quote a delivered price. We pack all plants bare root; in bundies wrapped in Spagnum moss. This is the safest and lightest possible method of packing. We do not supple plants in flats.

DESCRIPTIONS OF THE HARROLD'S PEDIGREED STRAIN Line Of Giant Pansies

HARROLD'S PEDIGREED NOVELTIES: This mixture is made up from individual plant selections in our breeding department. It contains some of the finest specimens obtainable in the Pansy world today. Nearly every color and form that is most desirable is represented in this mixture. Recommended where the unusual is desired.

HARROLD'S PEDIGREED POT PANSIES: A short growing giant type, which, if grown in a cool, well ventilated house, will make fine individual specimen plants for pot or box setting.

HARROLD'S PEDIGREED CUT-FLOWER PANSIES: A fine giant sort which, grown under similar conditions to those above, produces many fine flowers on stems 6 to 11 inches long. Wide color range.

HARROLD'S AZURE GIANTS: The most brilliant blue Pansy. A very striking color. The outer zone is deep azure blue, while the darker center blotch gives just the right effect for outstanding beauty. Giant in size and very early, producing quantities of large flowers on nice long stems. Excellent for formal plantings.

HARROLD'S GOLDEN GIANTS: A golden yellow companion to the above sort. Large flowers produced in profusion makes this a most desirable variety. The dark center blotch contrasting with the bright golden yellow adds much to the attractiveness of this variety.

HARROLD'S RUBY GIANTS: The finest selection of red Pansies we know of. Ranging from the red bronze and orange scarlet, to the brilliant deep mahogany. These are most desirable.

HARROLD'S PEDIGREED SWISS GIANTS: Introduced by our gardens in 1937 this is one of the most advanced strains of "Swiss" type stock available today. Advanced in color, robust plant and early flowering habits it offers improvement in this type of stock which has well merited the wide acceptance it has enjoyed.

HARROLD'S PEDIGREED GIANT ART-SHADES: A strain still further refined from our **Harrold's Pedigreed Giants**. Retaining the major advances of the parent variety it is of remarkable value because of its color range which is still more varied, especially in the unusual art shade colors.

HARROLD'S PEDIGREED GIANT ART-SHADES — ORCHID

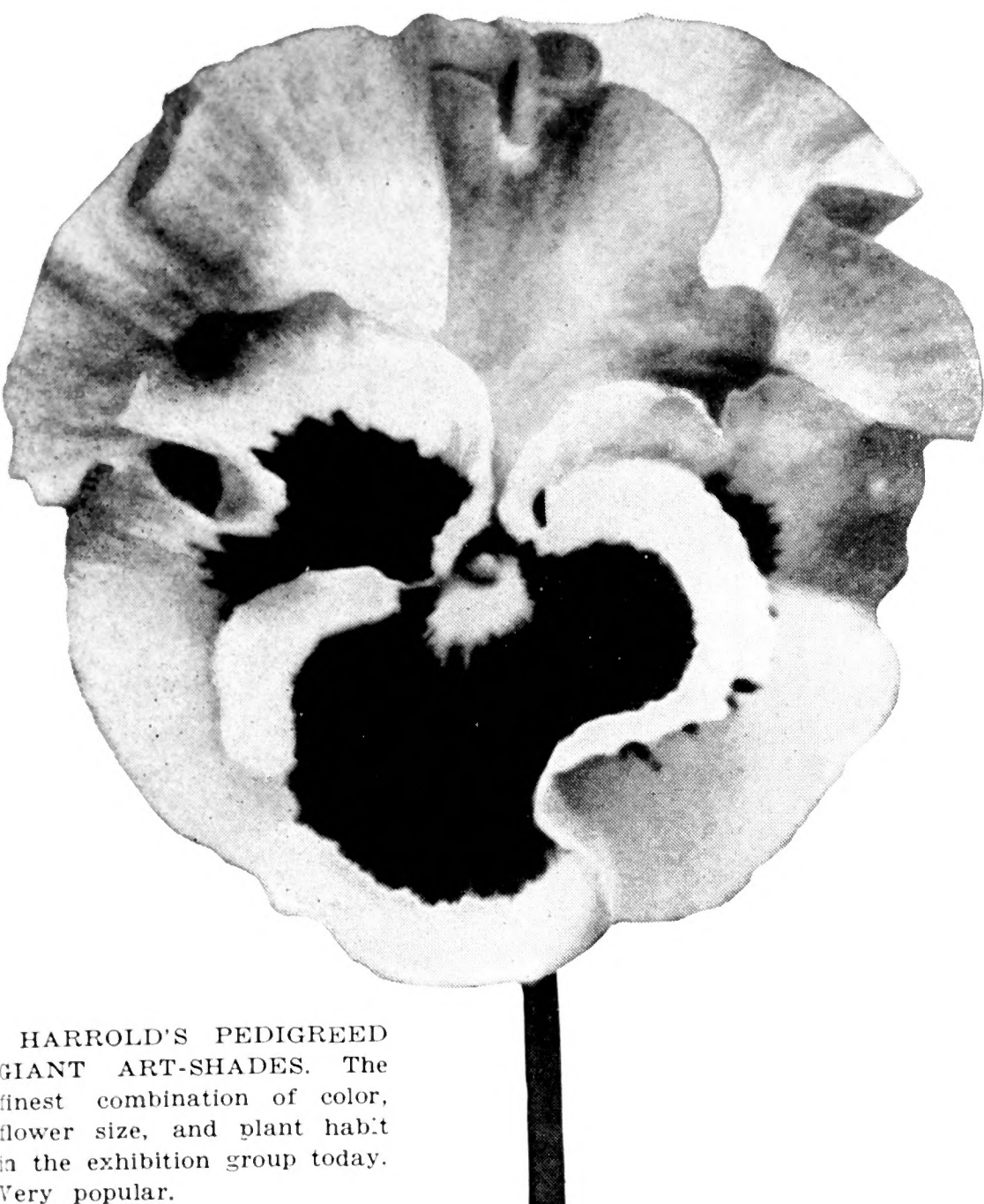
SELECTION: Still another strain from the original **Harrold's Pedigreed Giants**. This one is bred toward the unusual pastel and orchid colors and it is remarkable for some of these colors. The plant habit is most robust for this type of stock.

HARROLD'S PEDIGREED GIANTS: This variety we introduced nearly a decade ago and it has long proved its value to the trade. Its introduction marked a milestone in the breeding of Pansies of super-giant size and today, modernized and kept to date, it still is not surpassed in this class. For robust, early habit, good flower stem and outstanding flower size and colors this sort is **STILL TOPS**. The plant habit is robust but quite compact.

HARROLD'S ALL-AMERICAN BEDDING MIXTURE: This is a composite mixture of varieties we make up exclusively from seeds grown in our own gardens. Eighty percent are **Harrold's Pedigreed Strain Varieties**, while the other twenty percent is composed of seeds from specimen plants in our trial grounds; where tests of other principal varieties and strains are periodically grown for comparison. This mixture is unsurpassed among the standard mixtures for the variation of types and colors produced when compared with standard sorts.

HARROLD'S IMPROVED SWISS: A Harrold bred strain of this popular variety that is outstanding in size and coloring, as well as being much earlier than any other strain of the "Swiss" family with which we have compared it to date. In spite of the many "Improved Swiss" and "Super Swiss" strains obtainable, we predict that you will not fully appreciate this variety until you have given this strain a trial. Plant habit is quite compact.

HARROLD'S OREGON MIRACLE MIXED: This is the lowest priced of the genuine Harrold bred varieties. With large sized flowers and its wide color range, it is a sound value. It may successfully be used as a competitor of any other sort at near its price range; being superior to most of the stock in this price range. Do not, however, make the mistake of economizing through the use of this variety in a market where better sorts are indicated.



HARROLD'S PEDIGREED
GIANT ART-SHADES. The
finest combination of color,
flower size, and plant habit
in the exhibition group today.
Very popular.

HARROLD'S PEDIGREED

Pansy Seeds

In southern districts there is still time to plant Pansies outdoors while the grower located in the north can plant in heated beds with good results up to the first of the year; or in flats in the greenhouse from January first until late February and grow plants suitable for spring sale. Indoor stock that is transplanted into frames as soon as the severe weather is past will make good stock for sale from mid-April on throughout the rest of the spring.

VARIETY	1000 seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.	2-ozs.
HARROLD'S PEDIGREED NOVELTIES.	\$2.00	\$.....	\$.....	\$.....	\$.....	\$.....
HARROLD'S PEDIGREED POT PANSIES.	1.50
HARROLD'S PEDIGREED CUT-FLOWER PANSIES.	1.50
HARROLD'S AZURE GIANTS.	1.00	1.60	3.00	5.75	11.00	20.00
HARROLD'S GOLDEN GIANTS.	1.00	1.60	3.00	5.75	11.00	20.00
HARROLD'S RUBY GIANTS.	1.00	1.60	3.00	5.75	11.00	20.00
HARROLD'S PEDIGREED SWISS.	1.25	2.25	4.25	8.25	16.00	28.00
HARROLD'S PEDIGREED GIANT ART-SHADES.	1.00	2.00	4.00	7.75	15.00	25.00
HARROLD'S PEDIGREED GIANT ART-SHADES ORCHID SELECTION.	1.50	2.50
HARROLD'S PEDIGREED GIANTS.	1.00	1.60	3.00	5.75	11.00	20.00
HARROLD'S ALL-AMERICAN BEDDING MIXTURE.	.90	1.40	2.50	4.75	9.00	16.00
HARROLD'S IMPROVED SWISS.	.85	2.00	3.75	7.00	13.00
HARROLD'S OREGON MIRACLE MIXED.	.85	1.50	2.75	5.00	9.00

For pound prices on these varieties see our Pansy Annual.

General Domestic List Of *Standard Pansy Seeds*

This group is composed of strains and varieties that have been bred or originated by other growers both in America and Europe, and many of them are used quite extensively by the American trade. The seeds offered here are Harrold grown in part, while some sorts come to us from other reliable growers—in some cases their originator. As nearly as possible they are American grown seeds and for that reason they will be found to be well acclimated to our growing conditions. Where it is necessary to import, the greatest care is taken in selecting the grower and strain.

WELL KNOWN MIXTURES

VARIETY	1000	seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.
AMERICA. (Bodger) Florist strain of light colors.	\$.50	\$1.00	\$2.00	\$3.25	\$6.00
EARLY PANSY AMERICA. Similar to the above but with more dark shades and a little earlier.50	1.00	2.00	4.00	7.50	
BUGNOT'S GIANT BLOTCHED. An old standby.2560	1.10	2.00	
DWARF SWISS MIXED. Low growing strain.50	1.00	1.80	3.00	6.00	
ENGLEMANN'S SPECIAL. (Originators) Scottish show type. ..	.50	1.60	3.00	5.75	11.00	
(First generation seeds)50	1.00	1.75	3.00	5.50	
ENGLEMANN'S GIANTS. (Originators) Dark & light shades.50	1.60	3.00	5.75	11.00	
(First generation seeds)50	1.00	1.75	3.00	5.50	
ENGLISH FACE PANSIES.1525	.40	.80	
GENEVA GIANTS. Selected strain of "Swiss". Sometimes listed as Italian Giants.75	1.50	2.75	5.00	10.00	
GIANTS OF CALIFORNIA. A mixture of all types of giants.50	.75	1.25	2.25	4.00	
IMPROVED SWISS. Select strain of fancy bright colors.50	.75	1.25	2.50	5.00	
JUMBO MIXED. (Steele) Harrold grown, first generation from the original strain.50	1.60	3.00	5.75	11.00	
MASTERPIECE. A frilled and ruffled sort that, while not as large as other types, it is quite popular.3560	1.10	2.00	
MATCHLESS. A sort used quite a bit in the Mich. district.50	1.00	1.80	3.25	6.00	
MAPLE LEAF GIANTS. A robust compact plant. Strain deficient in color and inclined to illformed flowers though large ones. ..	.50	1.00	1.80	3.00	6.00	
OREGON GIANTS Good substance and color range. Show type.50	.75	1.25	2.25	4.00	
PARISIAN MARKET. Blotched.2035	.70	1.25	
ROGLI FINE MIXD. Swiss giant50	.75	1.20	2.25	4.00	
SUPER-SWISS MIXED. Select.50	1.00	1.75	3.50	6.75	
SUPER-MAPLE LEAF GIANTS. Reselected from original strain.50	1.20	2.25	4.00	8.00	
TRIMARDEAU GIANT MIXED. An old time bedding mixture. ..	.1530	.50	.90	
THIUMPH OF THE GIANTS. Of German origin. Dark colors.3570	1.35	2.50	
400 MIXED. A re-selected Swiss strain of American breeding. ..	.50	1.00	2.00	3.50	7.00	

SEPERATE COLORS

VARIETY	1000	seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.
BUGNOT'S RAMBRANDT. Vivid bronze orange.50	1.10	2.00	4.00	
CORONATION GOLD. New pure yellow.50	1.00	1.80	3.40	6.50	
GIANT ADONIS. Light blue.2535	.70	1.25	
GIANT LORD BEACONSFIELD. Deep purple, light upper petals.2535	.70	1.25	
GIANT KING OF THE BLACKS.2535	.70	1.25	
GIANT EMPEROR WILLIAM. Rich metallic blue.2535	.70	1.25	

(SEPERATE COLOR LIST CONTINUED ON THE NEXT PAGE.)



These plants are quite typical of our open field grown Pansy plants. Years of experience and possibly one of the most favorable growing conditions, makes our plants unsurpassed, and they offer you the ultimate in value.

(STANDARD SEPERATE COLORS Continued.)

VARIETY	1000 seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.
GIANT MADAME PERRET. Fine rose and red shades.2535	.70	1.25
GIANT PRINCE BISMARCK. Bronze.2535	.70	1.25
GIANT PRINCE HENRY. Rich dark blue.2535	.70	1.25
GIANT PURE WHITE. Good medium sized pure white.2535	.70	1.25
GIANT PURPLE. L'ge purple self.2540	.80	1.40
SWISS ALPENGLOW. Red shades.50	.85	1.75	3.00	6.00
SWISS BERNA. Violet blue.50	.85	1.40	2.60	5.00
SWISS MONT BLANC. White with blotched center.	1.00	1.60	2.75	5.25	10.00
SWISS LAKE OF THUN. Ulswater or Thuner Sea blue.50	.85	1.40	2.60	5.00
SWISS LUNA. Sulphur yellow.	1.00	1.60	2.75	5.25	10.00
SWISS RHEINGOLD. Blotched deep yellow.50	.90	1.75	3.25	6.00
SWISS PURE WHITE. The best pure white.50	1.00	1.75	3.25	6.50
SWISS YELLOW MASTER. Medium sized pure yellow.50	1.25	2.50	5.00

HARROLD'S *Viola Seeds*

After careful trials and selection the following collection of Violas has been assembled from the most reliable sources. We recommend their use in moderate quantities as a companion line to your Pansy sales as they are easily grown and prices are often more profitable than Pansies in some localities. Where they are not already in demand they are often easily introduced in the course of two or three seasons and once introduced into a market the demand usually increases from year to year.

THE GEM GROUP

VARIETY	Price per 1000 seeds	1/8-oz.	1/2-oz.	1-oz.
JERSEY GEM: Compact violet blue.	\$1.00	\$2.00	\$6.50	\$12.00
LAVENDER GEM: Brilliant lavender blue.	1.00	2.00	6.50	12.00
ROSE GEM: Deep rose.	1.00	2.00	6.50	12.00
YELLOW GEM: Pure golden yellow.	1.00	2.00	6.50	12.00
WHITE GEM: Finest white.	1.00	2.00	6.50	12.00
GEM VARIETIES MIXED:	1.00	1.75	5.00	10.00

(VIOLA SEED LIST CONTINUED ON THE NEXT PAGE)

STANDARD VIOLA CORNUTA GROUP

VARIETY	Price per 1000 seeds	1/8-oz.	1/2-oz.	1-lb.
ADMIRATION: Large dark blue.	\$.35	\$	\$1.00	\$1.70
APRICOT: Apricot yellow tinged orange.40	.60	1.80	3.50
ARKWRIGHT RUBY: Ruby red dark center.50	1.00	3.00	6.00
BLUE PERFECTION: Large purple blue.3550	1.80
CHANTREYLAND: Pure apricot.50	.90	2.50	5.00
GUSTAV WERMIG: Violet blue.50	1.00	3.00	6.00
LORD NELSON: Large violet purple.50	.75	2.00	4.00
LUTEA SPLENDENS: Golden yellow.3595	1.80
PAPILIO DEEP VIOLET:35	1.00	2.00
PAPILIO LIGHT BLUE:3590	1.75
PUCK: 2 top petals purple, bottom yellow.35	1.35	2.25
PRIMROSE DAME: Primrose.35	1.50	2.75
IMPROVED SCOTCH BEDDING MIXTURE: Newest bedding hybrids of many colors.50	1.75	3.00
WHITE PERFECTION: Large flowered. ..	.5090	1.75

Viola Plants

This group of stock is open field grown the same as our Harrold's Pedigreed Strain Pansy plants, and this results in the same fine plant and heavy root system. Only one size is available which is summer sown just as soon as new harvest seeds arrive. They are a nice size for transplanting and handled like Pansies, can be brought into flower for spring sales, when they sell most readily.

VARIETY	Price per 100	250
JERSEY GEM: Compact violet blue.	\$2.50	\$5.00
LAVENDER GEM: Brilliant lavender blue.	2.50	5.00
WHITE GEM: Finest pure white.	2.50	5.00
GEM VARIETIES MIXED:	2.50	5.00
ADMIRATION: Large dark blue.75	1.50
APRICOT: Apricot yellow tinged orange.90	1.80
ARKWRIGHT RUBY: Ruby red dark center.	1.00	2.00
BLUE PERFECTION: Large purple blue.75	1.50
CHANTREYLAND: Pure apricot. Very fine.	1.00	2.00
LORD NELSON: Large violet purple.	1.00	2.00
LUTEA SPLENDENS: Fine golden yellow.75	1.50
PAPILIO DEEP VIOLET: Excellent.75	1.50
PAPILIO LIGHT BLUE: Penciled throat.75	1.50
PRIMROSE DAME: Primrose yellow.75	1.50
IMPROVED SCOTCH BEDDING MIXTURE: Newest bedding hybrids of many colors.	1.00	2.00
WHITE PERFECTION: Large flowered white.90	1.80

HARROLD'S DOUBLE PETUNIAS

The Beauty Family

Three years ago, after many years of exacting breeding and propagation, we introduced our first variety of this new group of double Petunias. This was our Harrold's Oregon Beauty; the pink that has been so outstanding since its introduction. The introduction of this variety, however, did not complete our interest in this type of stock and since that time we have introduced two more colors. Both of these are valuable florist sorts. We have still other colors in the process of development and these will be introduced as they become available in adequate stock for propagation.

In order that these Petunias will be easily recognized among the many sorts now in commerce we are following the policy of grouping them all in one name group. That is, the identifying name of each will be followed by the word **Beauty** as in the case of the three that have already been released. It is suggested that you will find this group of material of much interest and undoubtedly of value.

(SEE NEXT COLUMN FOR PETUNIA DESCRIPTIONS)

CONDITIONS OF SALE

All Plants are quoted strictly cash with order. C. O. D. shipment of perishable material is never made. Open account sales of seeds and plants made only by special arrangement. Delivery of all plants and bulbs will be made f. o. b. the transportation office at Grants Pass, Oregon. Remittance may be made by any of the usual commercial methods but we will not accept stamps in place of remittance.

Seed Sales follow the same general terms given above except that we ship them prepaid by insured mail. We will also ship seeds c. o. d.